

COMMUNICATION SCHEMA OF ONLINE SYSTEM AND METHOD OF
LOCATING CONSUMER PRODUCT
IN THE ENTERPRISE PRODUCTION PIPELINE

5

ABSTRACT OF THE DISCLOSURE

An online communication schema for an online vehicle ordering and tracking system is provided. The communication schema includes a search request message and a search reply message. The search request message includes at least one search criteria, including make and model of a vehicle, and a weighting of each criterion. The search reply message includes a list of vehicles substantially matching the search criteria, and a plurality of vehicle configuration parameters of the vehicles substantially matching the search criteria, including make, model, dealer identifier, price, and color.